

# SNAP-Ed

Supplemental Nutrition Assistance Program Education

## Announcement of Federal Funding Opportunity

### Request for Applications (RFA) Information Summary

#### GRANT TITLE

FFY 2021–2023 Department of Health SNAP-Education (WA SNAP-Ed) Grant

#### INFORMATIONAL WEBINAR

Friday, February 28, 2020 at 12:00–1:30 PM

#### APPLICATION PERIOD

Applicants will receive no less than sixty (60) days, from the date made available to the public, to complete the application

#### Q&A PERIOD

Questions accepted on rolling basis until Friday, April 10, 2020 at 11:59 PM

#### GRANT APPLICATION DUE DATE

Friday, April 24, 2020 at 11:59 PM

#### SUBMIT APPLICATIONS BY EMAIL TO

[SNAP-Ed@doh.wa.gov](mailto:SNAP-Ed@doh.wa.gov)

#### PERIOD OF PERFORMANCE

October 1, 2020 – September 30, 2023

#### BUDGET PERIOD YEAR 1

October 1, 2020 – September 30, 2021

**FULL BUDGET TIMELINE:** Funding for SNAP-Ed is provided on a year to year basis (annually) and is contingent on the availability of Federal funds. Annual funding to sub-recipients for SNAP-Ed projects continues each year through September 30, 2023.

**PRE-AWARD COSTS:** This grant will not allow reimbursement of any pre-award costs, such as printing of the application, mailing costs, or staff time spent reading or writing the application.

**PURPOSE OF GRANT:** The mission of the Washington State Department of Health SNAP-Education program (DOH SNAP-Ed) is to improve health equity through interventions that support healthy behaviors and increase of food security. The Washington State Department of Health SNAP Education program (DOH SNAP Ed) is seeking project applications from organizations that are eager to create change in their in their community while simultaneously contributing to a larger body of SNAP Ed work that achieves impact at regional and State levels, and that work with the following audiences in Washington:

- SNAP recipients (Food Stamps, Basic Food) – This program requires participants to be at or below 200% of Federal Poverty Level); and/or
- Other low income populations at or below 185% of the Federal Poverty Level

SNAP-Ed projects assess community needs and opportunities with community partners and champions, facilitate policy, systems, and environmental changes that create a healthier community for low-income audiences, and can provide nutrition education to youth and adults and health promotion strategies in different locations. The outcome of this RFA is to award funds to multiple organizations for three years throughout 24 eligible counties so they can deliver SNAP-Ed projects in their communities.

#### RFA COORDINATOR

Whitney Ajie

Department of Health  
SNAP-Ed Program Manager  
[SNAP-Ed@doh.wa.gov](mailto:SNAP-Ed@doh.wa.gov)



Direct all communication, including questions, complaints, or requests for assistance, to the RFA Coordinator via email with “SNAP-Ed RFA” in the subject line. Responses to questions to be posted on [DOH SNAP-Ed website](#). Final date to send questions is Friday, April 10, 2020 at 11:59 PM. All applicants that submit a [Letter of Interest](#) with their email contact information will be updated via email of any updates to the information posted publicly.

**ELIGIBLE APPLICANTS:** Applicants must be organizations, groups, agencies, or entities. Examples include local health jurisdictions, community-based organizations, non-profit organizations, county governments, Tribes, local Tribal entities, Accountable Communities of Health, municipalities, county Extension offices, school districts, State government agencies, non-profit hospitals, not for profit colleges and universities, and other organizations that can deliver comprehensive and coordinated community based nutrition education and/or obesity prevention projects with low-income audiences receiving and/or eligible for Basic Food. At this time, individual people are not eligible to apply. If you have a question about whether or not you are eligible to apply for SNAP-Ed funding, please send an email to [SNAP-Ed@doh.wa.gov](mailto:SNAP-Ed@doh.wa.gov). Applicants currently receiving SNAP-Ed funding from DOH are eligible to apply for renewal or supplementation of existing SNAP-Ed projects. Applicants that have not received SNAP-Ed funding in the past are also eligible to apply. Applications from current SNAP-Ed sub-recipients and from new applicants will be evaluated with the same criteria.

**ELIGIBLE WASHINGTON COUNTIES:** Please note that applications will only be accepted for SNAP-Ed projects in 24 counties:

- Asotin
- Benton
- Clallam
- Clark
- Columbia
- Cowlitz
- Franklin
- Garfield
- Grays Harbor
- Jefferson
- King
- Kitsap
- Kittitas
- Klickitat
- Lewis
- Mason
- Pacific
- Pierce
- Skamania
- Thurston
- Wahkiakum
- Walla Walla
- Whitman
- Yakima

## Timeline

|   |  |
|---|--|
| <b>Letter of Interest</b><br>Applicants are encouraged but not required to submit a Letter of Interest. A template is provided in <a href="#">Appendix C</a> .  | Accepted on a rolling basis until April 10, 2020 at 11:59 PM |
| <b>Informational Webinar</b><br>for applicants & interested community partners<br>Join online: <a href="https://global.gotomeeting.com/join/163997397">https://global.gotomeeting.com/join/163997397</a><br>Call in (Toll Free): <a href="tel:18773092073">1 877 309 2073</a><br>Passcode/Access Code: <b>163-997-397</b> | February 28, 2020 at 12:00 – 1:30 PM                         |
| <b>Last day to submit questions for response</b>  | April 10, 2020 at 11:59 PM                                   |
| <b>Last day to submit formal complaints to DOH</b>  | April 10, 2020 at 11:59 PM                                   |
| <b>FUNDING APPLICATION FINAL DUE DATE</b>   | <b>April 24, 2020 at 11:59 PM</b>                            |
| <b>Evaluation and scoring period</b>  | April 27, 2020 – May 8, 2020                                 |
| <b>Estimated notification of contract awards</b>  | May 15, 2020   |
| <b>Last day to submit formal protests to DOH</b>  | June 1, 2020 at 11:59 PM                                     |
| <b>Complete sub-recipient agreements and SNAP-Ed State plan development</b>   | May 15, 2020 – June 30, 2020                                 |
| <b>Anticipated project start date</b>   | October 1, 2020  |



DOH 940-026 February 2020

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email [civil.rights@doh.wa.gov](mailto:civil.rights@doh.wa.gov).

## The Washington State Department of Health reserves the right to:

- Amend the specifications of this RFA, prior to the start of the application period (which is the date the application is made available to the public).
- Negotiate any project's scope of work and service area to serve the best interests of the State.
- Seek clarifications and revisions of applications from applicants.
- Communicate with any organizations or groups listed in submitted applications, including all people and organizations listed as proposed community partners and sub-sub-recipients.
- Assess previous history of fiscal and project performance of any applicant that has worked with DOH or SNAP-Ed in the course of evaluating an application, if necessary.
- Assess the results of publicly available Federal and State audits and reports for all applicants.
- Conduct negotiations with the next qualified applicant should negotiations be unsuccessful with an original finalist after notification to the original finalist and after a reasonable amount of time, unless otherwise agreed to by both parties.
- Seek out partners and award funding independent of this RFA for specific and unique funding opportunities to serve the best interests of the State, including awarding contracts to non-applicants and to applicants that score fewer points than other applicants in order to maximize service coverage in geographic areas with high rates of food insecurity, racial and ethnic health disparities, rural health disparities, and/or obesity and obesity-related chronic disease.
- Distribute as many or as few awards as necessary to serve the best interests of the State, or refrain from making any awards as a results of this RFA, and/or determine that a new solicitation is necessary.
- Revise the sub-recipient **Statement of Work** if necessary before, during, or after finalizing the sub-recipient agreements, with notification to the sub-recipient and after negotiation with the sub-recipient.
- Evaluate each applicant's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the contract for the purpose of determining the financial risk to the State; for the purpose of determining the appropriate sub-recipient monitoring requirements; and, for the purpose of determining whether or not funding should be granted to the applicant.
- Retract an agreement of funding to any applicant prior to the completion of the Federal sub-recipient agreement, with prior notification to the applicant, due to a failure of the applicant to respond to DOH communications related to the agreement; due to the failure of the applicant to complete or submit required paperwork or materials by the requested due date or after a reasonable amount of time; or, due to the applicant's Federal sub-recipient risk assessment that prevents DOH from awarding Federal funds to the applicant.

### Declaration of Potential Conflict of Interest

In Washington State, the Department of Health (DOH) has been a SNAP-Ed implementing agency for three years with several public health and nutrition education community partners that are well known to each other. DOH is also currently providing funds to several SNAP-Ed local implementing agencies during this application period, and may receive applications from those same agencies. It is acknowledged that proposal reviews may be completed by individuals who currently have, or may have, previous connections with one or more of the agencies submitting proposals for funding. Every attempt will be made to review proposals based on the criteria provided in this document and in a fair and unbiased manner.

### Complaints and Protests Procedures

It is the policy of DOH to provide all applicants with an opportunity to resolve complaints or protests related to the project application process or award decisions. The request for a debriefing conference must be received by the RFA Coordinator within three (3) business days after the announcement of the apparent successful applicants. The request should include a list of attendees including their titles. Debriefing may be conducted either in person, by

telephone, or by electronic means, as determined by the RFA Coordinator. The failure of an applicant to make a timely request and/or attend a debriefing conference shall constitute a waiver of the right to submit a protest. All such matters will be given impartial and timely consideration. Detailed procedures are as follows:

### **Complaint Process**

Issues or concerns not resolved to an applicant's satisfaction during the open application period may be addressed through a complaint only on the following grounds:

- The application unnecessarily restricts competition;
- The evaluation or scoring process is unfair or flawed; or
- The application requirements are inadequate or insufficient to prepare a response.

A complaint must:

- be received by the DOH by the date specified in the application schedule. Otherwise, an untimely complaint may be rejected without further consideration at the discretion of the DOH, and
- be sent in writing to the RFA Coordinator by email ([SNAP-Ed@doh.wa.gov](mailto:SNAP-Ed@doh.wa.gov)) with Subject Line "SNAP-Ed RFA Complaint" or by ground mail (DOH – SNAP-Education, P.O. Box 47886, Olympia, WA 98501) with "SNAP-Ed RFA Complaint" in the letter title.

A complaint should:

- Clearly articulate the basis of the complaint consistent with the complaint criteria; and
- Include a proposed remedy.

Upon receipt of a timely complaint, the DOH will consider all the facts available and respond in writing within 10 days of the receipt of the complaint, and prior to the final application due date. The DOH response to the complaint is final and not subject to appeal. Issues raised in a complaint may not be raised again during the protest period.

### **Protest Procedures**

Applicants protesting this solicitation shall follow the procedures described below. Protests that do not follow these procedures shall not be considered.

This procedure is available to applicants who submitted a completed application to this RFA and who have participated in a debriefing conference. Upon completing the debriefing conference, the applicant is allowed five (5) business days to file a protest with the RFA Coordinator. The protest must be sent in writing to the RFA Coordinator by email ([SNAP-Ed@doh.wa.gov](mailto:SNAP-Ed@doh.wa.gov)) with Subject Line "SNAP-Ed RFA Protest" or by ground mail (DOH – SNAP-Education, P.O. Box 47886, Olympia, WA 98501) with "SNAP-Ed RFA Protest" in the letter title; include a specific and complete statement of facts forming the basis of the protest; and, include a description of the relief or corrective action requested.

A protest may be based only on one or more of the following:

- Bias, discrimination or conflict of interest on the part of the evaluator;
- Errors in computing the scores; or
- Non-compliance with procedures described the solicitation document.

Upon receipt of a protest, a protest review will be held by a DOH agency representative. This representative will be a neutral party who was not involved in the solicitation evaluation and award process. The agency representative will review the protest and all available facts and issue a response within ten (10) business days of receipt of the protest. If additional time is required, the protesting party will be notified of the estimated additional time needed to respond.

The final determination of the protest shall:

- Find the protest lacking in merit and uphold the DOH's action; or
- Find only technical or harmless errors in the DOH's acquisition process and determine the DOH to be in substantial compliance and reject the protest; or
- Find merit in the protest and provide the DOH options which may include

- Correct the errors and re-evaluate all bids, and/or
- Reissue the solicitation document and begin a new process, or
- Make other findings and determine other courses of action as appropriate.

If the DOH determines that the protest is without merit, the DOH will enter into a contract with the apparently successful applicant. If the protest is determined to have merit, one of the alternatives noted in the preceding paragraph will be taken. The protest decision is final and not subject to administrative appeal. If the protesting applicant does not accept the DOH protest decision, the applicant may seek relief from the Superior Court in Washington State.

# Table of Contents

Click on the section title hyperlink to navigate to each section within the document.

## **SECTION 1** [Application Instructions](#)

---

|            |   |           |
|------------|---|-----------|
| <b>1.1</b> | Orientation to the Request for Applications (RFA) ..... | <b>7</b>  |
| <b>1.2</b> | Funding .....   | <b>8</b>  |
| <b>1.3</b> | Staffing Plan Requirements .....                        | <b>11</b> |
| <b>1.4</b> | Project Requirements .....                              | <b>11</b> |
| <b>1.5</b> | Application Evaluation Criteria .....                   | <b>13</b> |
| <b>1.6</b> | Application Submission Requirements .....               | <b>17</b> |

## **SECTION 2** [Application Materials](#)

---

|            |  |           |
|------------|--|-----------|
| <b>2.1</b> | Application Cover Sheet — REQUIRED .....         | <b>17</b> |
| <b>2.2</b> | Project Narrative — REQUIRED .....               | <b>21</b> |
| <b>2.3</b> | Project Work Plan — REQUIRED .....               | <b>24</b> |
| <b>2.4</b> | SNAP-Ed Budget Workbook (Excel) — REQUIRED ..... | <b>37</b> |

## **SECTION 3** [Appendices](#)

---

|            |   |           |
|------------|---|-----------|
| <b>3.A</b> | Appendix A: Definition of Terms .....     | <b>38</b> |
| <b>3.B</b> | Appendix B: Application Checklist .....   | <b>42</b> |
| <b>3.C</b> | Appendix C: Letter of Interest .....      | <b>43</b> |
| <b>3.D</b> | Appendix D: Eligible Sites .....          | <b>44</b> |
| <b>3.E</b> | Appendix E: Intervention Strategies ..... | <b>50</b> |
| <b>3.F</b> | Appendix F: Budget Guidance .....         | <b>52</b> |
| <b>3.G</b> | Appendix G: Project Design Guidance ..... | <b>56</b> |
| <b>3.H</b> | Appendix H: Program Description .....     | <b>59</b> |
| <b>3.J</b> | Appendix J: Intervention Template .....   | <b>66</b> |

# SECTION 1

## Application Instructions

### SECTION 1.1 Orientation to the Request for Applications (RFA)

#### Purpose

The Washington State Department of Health SNAP Education program (DOH SNAP Ed) is seeking project applications from organizations that are eager to create change in their in their community while simultaneously contributing to a larger body of SNAP Ed work that achieves impact at regional and State levels, and that work with the following audiences in Washington:

- SNAP recipients (Food Stamps, Basic Food) – This program requires participants to be at or below 200% of Federal Poverty Level); and/or
- Other low income populations at or below 185% of the Federal Poverty Level

SNAP-Ed projects assess community needs and opportunities with community partners and champions, facilitate policy, systems, and environmental changes that create a healthier community for food insecure households, and can provide nutrition education to youth and adults as well as provide health promotion strategies in different locations. The outcome of the RFA is to award funds to multiple organizations for three years throughout 24 eligible counties so they can deliver SNAP-Ed projects in their communities.

#### Background

DOH SNAP-Ed is initiating a competitive application process to award funds for the next three Federal fiscal years because, within the last year, changes in the overall WA SNAP-Ed program and updated expectations from DOH support the need for new sub-recipient agreements for SNAP-Ed funds to make sure that partners who will be awarded for the next three years can satisfy the total collection of changes put forward.

In 2019–2020, the Washington SNAP-Ed (WA SNAP-Ed) program renewed its State guiding principles, goals and objectives, and completed a new statewide needs assessment. In addition, DOH SNAP-Ed program initiated several changes that address continuous improvement for its community nutrition education, food security, and obesity prevention projects for SNAP-Ed **eligible communities**:

- Updated its funding distribution model based on sub-regions that have funding parameters and that were determined by reviewing population- and poverty-related characteristics to support data-informed funding decisions,
- Outlined future program direction priorities for the DOH SNAP-Ed program,
- Reducing health disparities and organizational capacity as two priorities for selecting partners to fund,
- Clarified staffing and project components that are required,
- Added the requirement to conduct PSE strategies in all DOH SNAP-Ed projects, and
- Updated the DOH SNAP-Ed sub-recipient **Statement of Work** (including reporting due dates, required training, and new performance standards).

As a result of this RFA, DOH SNAP-Ed projects will align with the new WA SNAP-Ed priorities and goals, and DOH will increase the likelihood that funded organizations will have the capacity to meet the specific requirements of the SNAP-Ed project and will enhance its overall delivery to its customers. In clearly outlining all changes to the DOH SNAP-Ed program, the RFA allows both current partners and new organizations to submit applications demonstrating their ability to deliver SNAP-Ed projects in accordance with the updated requirements during the period of performance.

#### Potential Sub-recipients

Organizations delivering SNAP-Ed as DOH sub-recipients need to have ability to:

- Comply with and remain knowledgeable about all WA SNAP-Ed and DOH SNAP-Ed policies.
- Keep their SNAP-Ed staff and any sub-sub-recipients informed of all SNAP-Ed policies, and accountable to policies when needed.

- Plan, deliver and measure progress of community-based SNAP-Ed projects to low-income youth and/or adults.
- Plan, deliver, and measure progress of policy, system, and environmental strategies.
- Deliver services in high need, low income communities at priority sites, and at times and locations convenient for the audience.
- Deliver culturally appropriate nutrition education, physical activity education, and related health information with respect, at appropriate reading levels, and in multiple languages (if applicable) to match the community's needs.
- Coordinate or collaborate with community partners and fellow SNAP-Ed sub-recipients.
- Use required evaluation methods from the WA SNAP-Ed Evaluation team (e.g., surveys, environmental assessment tools) in addition to any of their own methods to evaluate their project activities. SNAP-Ed providers will receive training on how to use all evaluation tools and can request assistance during the project.
- Request demographic data from all participants in all direct education class series and one-time events. This includes race/ethnicity, gender and age. Survey templates will be provided for this information. Note: SNAP-Ed participants are not required to provide this information, however SNAP-Ed providers must request it.
- Provide pre- and post-test surveys to all participants in all direct education class series. This includes administering SNAP-Ed pre-test surveys at the start of a new class series and SNAP-Ed post-test surveys at the end of the series. Survey templates will be provided for this information. Note: SNAP-Ed participants are not required to complete a pre- or post-test, however SNAP-Ed providers are required to administer them.
- Correctly enter all required reporting data on time in the approved form(s) or system. For participant surveys, this means either having local project staff enter all data from participant surveys, or completing the required DOH Survey Cover Sheet and mailing all surveys to DOH for data entry by the due dates required. Pre-paid envelopes will be provided for mailing surveys to DOH. Participant surveys that are received after the required due date(s) will not be entered by DOH staff. If possible, these surveys will be returned to the local SNAP-Ed provider for data entry, or will be stored for record keeping.
- Complete and submit financial invoices to DOH on a monthly basis.
- Complete all required training annually.
- Communicate regularly with DOH through computer-based methods, including online conferencing software (e.g., GoTo Meeting) and online file and message sharing platforms (e.g., Microsoft SharePoint).
- Obtain a Secure Access Washington (SAW) account to access DOH SNAP-Ed SharePoint webpages.
- Use or secure access to Microsoft Office software, most importantly Microsoft Outlook, Word, Excel, and PowerPoint.
- Maintain or secure an internet connection for communication with DOH, to view updates and messages from Washington SNAP-Ed through the WA SNAP-Ed Providers website, and for reliable reporting of SNAP-Ed activities. All SNAP-Ed activities are reported into an online program evaluation and reporting system and reporting is required at regular intervals throughout the year.

## SECTION 1.2 Funding

---

### Period of Performance

DOH SNAP-Ed sub-recipient agreements for Federal Fiscal Years 2021 – 2023 (October 1, 2020 – September 30, 2023) lasts up to three years. Funding is provided annually (year to year) and annual funding for SNAP-Ed depends on the availability of Federal funds. Annual funding for each sub-recipient also depends on a satisfactory history of performance and use of funds during the previous year. DOH SNAP-Ed may elect to fund applicants fully, partially, or not at all, for proposed FFY21–23 activities.

### Minimum (Base) Funding

The minimum or “base” funds for the project budget are funds needed to support the basic operations and typical business that every organization has to support (e.g., office supplies, mailing and printing costs, required or typical travel costs, in-state/out of state travel costs for professional development and networking), required SNAP-Ed travel (e.g., forum, regional meetings), materials needed for PSE strategies or food demonstrations, etc. There are minimum amounts suggested for different line items based on previous history of expenditures. This guidance helps make sure that all sub-recipients budget enough funds for all required elements needed for effective administration and delivery of SNAP-Ed projects. Itemized costs, using actual costs or estimates, should be added to the budget to support the specific project strategies. All approved budgets can be amended

during the period of performance to reflect updates needed for specific line items based on the progress of the project. More details are provided in the Budget Workbook Guidance and Template.

| Category                     | Base Funds | Description  |
|------------------------------|------------|--|
| Salary and Benefits          | \$0        | Varies, based on staffing required for project.  |
| Contracts                    | \$0        | Varies, based on contracts or sub-sub-recipient agreements required for project.   |
| Non-Capital Equipment        | \$1250     | Suggested minimum for purchase or renewal of computer equipment and/or software needed to support the project. Total costs for non-capital equipment can be lower or higher.                   |
| Materials/Goods and Services | \$2300     | Suggested minimum (total) for general office needs, and materials needed for education, promotion, and/or PSE strategies. Total costs for Materials/Goods and Services can be lower or higher. |
| Travel                       | \$3000     | Minimum (total) for professional development, networking, and required meetings and trainings. Includes travel stipends. Additional travel costs can be added.                                 |
| Building/Space               | \$0        | Varies, depend on applicant's specific location and associated costs.  |
| Capital Equipment            | \$0        | Capital equipment is equipment that costs more than \$5000 per item. \$0 unless approved for project.  |

## Funding Available by Region and Sub-Region

The current amount for each region's total award is estimated based on the current fiscal year's amount for each region.

### Region 2

Estimated total award: \$1,300,000

Estimated total available for sub-recipient awards: \$980,980

### Region 4

Estimated total award: \$2,000,000

Estimated total available for sub-recipient awards: \$1,683,000

### Region 5

Estimated total award: \$2,000,000

Estimated total available for sub-recipient awards: \$1,509,200

The funding availability for each region is currently the amount that remains after DOH reserves an overall average of approximately 20% for overall administration of the program and an additional 1.5% (approximate average) to support reimbursement to SNAP-Ed providers in each region for planning and implementation of region-wide projects, networking opportunities, and/or workgroups. Funding amounts for each region and sub-region are subject to change based on changes to administrative needs, changes to Washington SNAP-Ed from the federal level, and changes to the amount of SNAP-Ed funding that DSHS awards to DOH each year.

### Sub-Regions

For FFY2021–2023, the amounts available for DOH SNAP-Ed projects in each region will be limited by a sub-region amount. Sub-regions are a collection of one or more counties within a DOH SNAP-Ed region, and were determined by proximity, available community resources, and based on the priority that DOH determined for that sub-region using a variety of available and reliable National, State, and county level data.

Applicants should apply for the funds available in the sub-region(s) where they will work. Applicants may apply for funds available in their sub-region or multiple sub-regions. Any funds that are not awarded through competition within a sub-region may be reserved by DOH as un-awarded funds for seeking out partners within a region or sub-region, or may be added as additional funds to support the projects of other sub-recipients.

| Region | Counties in Sub-Region                                  | Funding Available in Sub-Region |
|--------|---|---------------------------------|
| 2      | Yakima  | \$405,900                       |
| 2      | Franklin, Benton, Kittitas, Whitman                     | \$304,100                       |
| 2      | Columbia, Garfield, Asotin, Walla Walla                 | \$270,980                       |
| 4      | Pierce  | \$870,000                       |
| 4      | King  | \$813,000                       |
| 5      | Grays Harbor, Lewis, Mason, Thurston                    | \$620,000                       |
| 5      | Pacific, Cowlitz, Klickitat, Skamania, Wahkiakum, Clark | \$570,000                       |
| 5      | Clallam, Kitsap, Jefferson                              | \$319,200                       |

Sub-regions and their funding level were determined after considering the following data: Highest population density; Highest county population; Highest number of SNAP participants by county (reported by DSHS); Highest percentage of Basic Food program use rate in county (reported by DSHS); Highest percentage of SNAP eligible people by county (reported in 2019 WA SNAP-Ed statewide needs assessment); Highest county poverty rate (reported by USDA Economic Research Service); Highest percentage of food insecure persons below 185% Federal Poverty Level (reported by Map the Meal Gap); and, Highest percentage of Child food insecurity rate by county (reported by Map the Meal Gap).

## Allowable Costs

All applicants must follow cost policy and guidance from the Federal Office of Management and Budget (OMB) and [2 CFR 200 Uniform Administrative Requirements, Cost Principles, And Audit Requirements for Federal Awards](#), as well as the SNAP-Ed Guidance during the period of performance. Includes the following:

- The most fundamental Federal cost principle is that a cost must benefit a Federal program or program component in order to be reimbursable with Federal funds.
- There is no match or cost sharing requirement for the SNAP-Ed grant.
- Specific allowable and unallowable costs are outlined in the SNAP-Ed [Financial and Cost Policy](#).
- Nutrition Education Reinforcement Items should be \$5.00 or less per item. For more about nutrition education reinforcement items, also known as incentives and educational extenders, go to [SNAP-Ed Financial and cost policy guidance, page 87](#).
- Projects should plan to use the most cost-effective means for implementing all intervention strategies. The measure for “cost-effective” is that the project’s cost per person, for all interventions combined, should not exceed \$100 for urban SNAP-Ed participants or \$150 for rural SNAP-Ed participants. Applicants proposing to spend more than this must provide a justification in the [Project Narrative](#).
  - For example, a project estimates that for all interventions combined it will reach 12,000 people in an urban area with a proposed total budget of \$150,000 for Year 1. The project’s cost per person is \$12.50 per person ( $\$150,000 \div 12000 = \$12.50$ ), and is therefore cost-effective. If the estimated reach was 2,000 people, the project’s cost per person would be \$75 per person, and therefore still cost-effective. If the estimated reach was 1,250 people, the project’s cost per person would be \$120 per person, and the applicant would need to justify the need for this higher cost in their [Project Narrative](#), or would need to adjust their budget or project plan.

## Additional Cost Policies from DOH SNAP-Ed

- For staffing, proposed budgets should follow the guidance of limiting administrative costs to approximately 20%. Administrative costs include tasks such as staff time spent on training; staff time spent on performing administrative functions like accounting, etc.; staff time spent on fiscal review and invoice/budget preparation; and, staff supervision.
- There is no cap on a federally approved indirect rate, however indirect rates higher than 35% should have justification in the [Project Narrative](#). Approved indirect rates must be on file with DOH by the start of the project. This includes Contractors claiming the minimum 10% “de minimus” rate must send a request for that to the DOH Grants office ([DOHFSGrantContracts@doh.wa.gov](mailto:DOHFSGrantContracts@doh.wa.gov))
- Applicants may award their own sub-sub-recipient awards for specific components of the work, but the total award to outside providers **should not exceed 50%** of the original sub-recipient award.

## Funding Sub-sub-recipients

Applicants may distribute funds to other providers in their area as part of delivering the SNAP-Ed project. However, the applicant should still be the fiscal agency and lead agency responsible for planning, implementing, evaluating, and reporting for the overall SNAP-Ed project. Sub-sub-recipients must follow the same Federal cost policies for SNAP-Ed and the Federal uniform guidance for federal awards ([2 CFR 200](#)). Applicants must monitor program progress and fiscal expenditures for all sub-sub-recipients. Applicants and their sub-sub-recipients must also follow all applicable DOH SNAP-Ed policy and procedures provided.

## SECTION 1.3 Staffing Plan Requirements

---

### Project Coordinator

All projects funded by DOH SNAP-Ed are required to have a designated SNAP-Ed project coordinator.

The project coordinator is the main contact between Department of Health and the applicant. Duties and responsibilities for the project coordinator include:

- Serve as the main contact person to DOH.
- Coordinate the planning, implementation, evaluation, and reporting of all parts of the approved project plan.
- Ensure all expectations and deliverables of the approved project plan are met.
- Be available for regular and intermittent meetings, both in person and phone, with DOH SNAP-Ed at least quarterly.
- Attend, or send qualified staff member to, required State SNAP-Ed meetings and trainings, both online and in-person.
- Attend, or send qualified staff member to, required DOH SNAP-Ed meetings and trainings, both online and in-person.
- Hire and onboard all staff necessary to deliver approved project plan.
- Submit all cost amendments and no-cost budget amendments for approval as outlined in current DOH SNAP-Ed policy and procedure.
- Attend, or send qualified staff member to, in-State or out-of-State trainings, meetings, conferences, or workshops related to the applicant's approved SNAP-Ed project as approved.
- Respond to all DOH and SNAP-Ed Statewide initiative requests in a timely manner.
- Complete all data entry in the absence of a dedicated data entry staff person.
- Complete and submit all required reporting to DOH by due dates outlined in sub-recipient **Statement of Work** and by due dates requested by DSHS and WA SNAP-Ed statewide initiatives.
- Submit updates to DOH in a timely manner following any change in contact information for the project coordinator or any SNAP-Ed funded staff.

DOH SNAP-Ed strongly recommends that the project coordinator have a FTE (Full Time Equivalent) of at least 0.5 FTE or 50% time (20 hours per week). If an application includes a project coordinator with less than 0.5 FTE, applicants must provide justification for this decision and explain how the applicant will satisfy all administrative expectations, including on-time data reporting, meeting attendance, training requirements, and sub-sub-recipient monitoring (if applicable).

### Other Required SNAP-Ed Staff or Designees

All projects funded by DOH SNAP-Ed are required to designate a budget/fiscal agent and a contract signatory. This can be the same person as the designated project coordinator and completed along with the other duties and responsibilities of the project coordinator, or it could be a different person(s). The budget/fiscal agent is responsible for ensuring all requests for reimbursements are submitted on time and accurately, ensuring project expenses are documented and tracked throughout the lifespan of the project, and is responsible for responding to all DOH Fiscal related requests within a timely manner (5 business days). The contract signatory is an individual authorized to represent the agency or organization and that has the authority to sign a contract with DOH thereby entering into a legal commitment with DOH to provide all services and abide by all requirements in the contract.

## SECTION 1.4 Project Requirements

---

### Washington SNAP-Ed Guiding Principles

In 2020, Washington SNAP-Ed established guiding principles. The WA SNAP-Ed guiding principles should be followed and demonstrated in all local SNAP-Ed projects. Each applicant will be asked to outline how their project will follow the Guiding Principles of WA SNAP-Ed in the Project Narrative. The guiding principles state that the SNAP-Ed Plan will be:

- Rooted in addressing health equity in all levels of programming, from representation in planning to delivery of interventions that are participant focused and client centered to evaluation methods that capture the impact on the audience of focus.
- Made up of comprehensive multi-level interventions to reach target populations at multiple levels of the social-ecological model and spectrum of prevention by leveraging the work of SNAP-Ed and non-SNAP-Ed partners through collaboration and communication.
- Cohesive at the State level so focus are reinforced within and throughout regions.

- Enhanced by the strengths of providers and historical SNAP-Ed successes to deliver robust programming throughout the State.
- Evidence-based and data driven to reach populations where there is the need and opportunity for the biggest impact.
- Dynamic and flexible enough to adjust interventions to best serve SNAP-Ed recipients based on formative assessments while maintaining fidelity of evidence-based approaches.

## Washington SNAP-Ed Priorities

In 2020, Washington SNAP-Ed renewed its State priorities for FFY2021-2023. Priorities at the State level will lead our State's direction and inform our State's goals and efforts for the next 3-year grant cycle. Each applicant's plan should align with one or more of the State priorities.

- Working Across the Social Ecological Model
- Support Food Security and Healthy Food Access
- Active Living
- Collaboration with Representation

## Washington SNAP-Ed Goals

All DOH SNAP-Ed projects are **required** to select at least one of the Washington State SNAP-Ed Goals listed below as one of their project goals. [Click here](#) to read more about the WA SNAP-Ed Guiding Principles.

- Increase consumption of healthy foods and beverages and decrease consumption of unhealthy food and beverages.
- Improve food resource management among SNAP-Ed participants.
- Increase physical activity and reduce sedentary behavior.
- Improve Policy, Systems, and Environments to support healthy eating and active living.

## Washington SNAP-Ed State Needs Assessment

In addition to any community or local assessments of community needs and priorities, all DOH SNAP-Ed projects are **required** to use the 2019 report and regional data profiles to identify needs to be addressed by their SNAP-Ed project. To read the 2019 WA SNAP-Ed State Needs Assessment reports, click on the links below.

- [Final report and State data profile](#)
- [Region 2 data profile](#)
- [Region 4 data profile](#)
- [Region 5 data profile](#)

## Project Design and Evaluation Instructions

Applicants will describe their proposed SNAP-Ed project in the [Project Narrative](#) and [Project Work Plan](#). To help complete the Project Narrative and Work Plan, DOH SNAP-Ed encourages applicants to view all proposed work as a single, cohesive project.

The components listed below are **required** to be included in all DOH SNAP-Ed projects:

1. All applicants must list all counties involved in the project.
2. Each project must list at least one goal for the project, including one or more of the Washington SNAP-Ed State Goals (listed above). If you choose only one goal, it must be one of the State Goals.
3. Each project contains one or more interventions designed to benefit SNAP-Ed eligible populations. Applicants can add as many interventions to the Project Work Plan template as needed.
4. Each intervention contains one or more objectives that are specific to the intervention, and that work towards the overall goal(s) of the project.
5. Each intervention contains one or more strategies that reinforce each other to achieve the goal(s) of the intervention. Types of strategies include: Policy, Systems, and Environmental (PSE) strategies, Health Promotion, or Direct Education.
  - a. Each intervention follows one of the combinations of strategies listed below. PSE strategies are always required:
    - PSE Strategies only.
    - PSE Strategies **and** Health Promotion Strategies.
    - PSE Strategies **and** Health Promotion Strategies and Direct Education Strategies.
  - b. For more information on PSE Strategies, Health Promotion Strategies, and approved SNAP-Ed Direct Education Strategies, please refer to [Appendix E](#). Please note that Direct Education Strategies must use the approved WA SNAP-Ed curricula. [Click here](#) for the FFY2020 list of approved SNAP-Ed curricula. This list may change in FFY2021 and applicants must choose from the updated list of approved SNAP-Ed curricula; adjustments to the curricula chosen may be required.

6. All projects must include at least one strategy to connect with a local Community Service Office (CSO) to promote and explain SNAP-Education activities to SNAP clients and CSO staff.
7. All projects must include one or more strategies that increase awareness and/or educate about the benefits of available Federal, State, or locally available fruit/vegetable incentive program(s) to SNAP clients or SNAP-Education participants. Available programs in Washington State include the State Fruit & Vegetable Incentive Program. DOH will provide guidance, information, and materials that SNAP-Education providers can use for this strategy. If an applicant will provide outreach for any locally available programs, these strategies should be included in the Project Narrative and Project Work Plan. Please note: Per federal regulation (Per the 7 CFR 277.4 (b)(5)), SNAP-Education cannot recruit, persuade, or promote the usage of SNAP benefits and cannot promote enrolling in SNAP. Therefore, this strategy is limited to providing information and education about any available programs that SNAP-Education participants can participate in and any benefits of those programs, but should not encourage them to sign up for SNAP or to use their SNAP benefits.
8. Applicants must plan their project in settings that will reach the SNAP-Education eligible audience. For more information about how to determine if a site or setting is eligible for SNAP-Education, please refer to [Appendix D](#). The applicant will be asked to briefly list the source they used to determine eligibility in the Project Work Plan (e.g., “eligible by location,” “school meal data,” “census tract data”).
9. Each intervention estimates the number of SNAP-Education eligible people who will be reached by the strategies included and how reach was estimated.
10. Each intervention contains strategies that address **two or more levels** of the [Spectrum of Prevention](#).
11. Each intervention plan contains one or more partners as part of the work.
12. Overall, projects will need to describe how their proposed work:
  - Addresses community needs,
  - Includes methods for community engagement and participation,
  - Includes planned methods for ongoing evaluation, and
  - Includes strategies to create sustainability.

Additional project design guidance in Appendix G.

## SECTION 1.5 Application Evaluation Criteria

DOH SNAP-Education will establish a Review Committee, made up of DOH employees and external partners, who will complete the initial review to evaluate the [Project Narrative](#), project work plan, and budget sections of the applications and provide each application with a total score. Applicants should not assume that the reviewers are familiar with the SNAP-Education program, the applicant organization, or the programs they operate. DOH SNAP-Education implementing agency will complete any follow-up communication with applicants for additional information needed for evaluation, and will complete a final review of the applications and results of the Review Committee.

Applicants should review the entire RFA for the description of the services being sought and follow the application preparation guidelines. Several additional steps may take place to further evaluate proposals following the review of applications. These steps may include a telephone interview with the designated contact person at the agency, a request for additional written information or documentation, and/or communication with references and any partner organizations listed in the submitted applications.

For each application submitted, DOH will use the following criteria to evaluate the proposed project plans, to prioritize projects, and to determine the potential for funding and level of funding awarded for the project. Some sections will be scored and certain sections are not scored.

### Scored Criteria

Evaluation of the following topics will be used to determine the potential for the project to achieve its goals within the time period and to evaluate the budget required for the proposed project. The total score will be used when prioritizing project proposals for funding. The maximum score for each section is in parentheses.

## Evaluation of Project Plan – Total Possible Score: 80 points

### Minimum Requirements – 0 points

These requirements **must** be met for the application to be considered for funding:

- Was the RFA turned in on time (by April 24, 2020 at 11:59 PM)?
- Is the application complete (all questions and fields completed in the [Application Cover Sheet](#), [Project Narrative](#), [Project Work Plan](#), and [Itemized Budget](#))?
- Is the narrative within the 2500 word limit (approximately five pages, single spaced, with font size 12)?
- Did the applicant include PSE strategies in **each** intervention?
- Did the project select one or more State goals for their overall project?

### Needs Assessment and Community Need – 12 points

Applicant describes how project addresses the needs that were identified in the 2019 SNAP-Ed State Needs Assessment. If applicable, applicant describes how project addresses any additional priorities or needs in the community and how they were determined. Applicant describes a specific plan to focus services to high need populations, sites, or areas of the community. Applicant may include history or background about any previous or current related interventions to address the needs and their results, community support for strategies, or opportunities for change. Applicant describes how project will meaningfully address health equity by engaging with communities and/or populations at higher risk for poor health outcomes.

### Community Engagement and Participation – 15 points

Applicant describes how community members or partners will be engaged or participate in planning, implementing, or evaluating interventions. Applicant describes relevant partnerships, key partners, and community coalitions. Applicant describes plans for communicating with community.

Applicant describes a plan to coordinate and/or engage with the SNAP-Ed audience, community members, groups, or organizations to deliver activities to high need populations.

### Approach – 20 points

Applicant provides detailed work plan for first 12 months of project that includes project goal(s), related State goals, S.M.A.R.T. objectives for each intervention, list of potential partners (including their role), expected intervention outcomes, description of planned strategies, and estimated reach for all strategies. Applicant outlines how their project follows the Guiding Principles of WA SNAP-Ed. Applicant includes one or more PSE strategies in each intervention. Applicant includes one or more strategies to connect with a local Community Service Office (CSO) to promote and explain SNAP-Ed activities to SNAP clients and CSO staff. If applicable, applicant includes one or more strategies that increase awareness and/or educate about the benefits of any locally available fruit/vegetable incentive program(s) to SNAP clients or SNAP-Ed participants. Applicant describes how their intervention(s) and strategies will help reach the project goal(s). Applicant describes how planned interventions and strategies reinforce each other and are cohesive. Applicant describes how strategies proposed address more than one level of the spectrum of prevention. Applicant describes how proposed staffing plan supports achieving the goal(s) and objective(s) for the project plan. Applicant describes how the project would continue and build progressively through October 1, 2021 – September 30, 2023 (year 2 and year 3) should funding be extended, including any approaches to shift focus, additional strategies, additional evaluation, and any additional expected outcomes. Progress achieved or success stories of current or previous projects are not required but accepted to demonstrate potential for future success in a community, or to provide a foundation for future plans. Letters of support or commitments are not required but are accepted — in addition to description in [Project Narrative](#) — to demonstrate ability of the applicant to successfully form partnerships.

### Evaluation – 10 points

Applicant describes how formative, process, and outcome evaluation will be included within programming process and how results of evaluation will be used to inform programming. Applicant outlines how they will determine if changes and what changes have occurred as a result of the proposed project. Applicant outlines their ability and/or experience collecting and providing results, outcomes, and data for use in tracking performance and evaluating their project activities.

### Sustainability – 13 points

Applicant describes approaches to include within their project that can help foster sustainability.

## Budget — 10 points

Applicant describes how the total proposed budget will support the project in making a positive impact. The total cost and individual expenditures for the project are reasonable, necessary, and allocable based on guidance from this application and the National SNAP-Ed Guidance. Itemized budget is complete to best of applicant's ability. Applicant answered any applicable questions related to their budget. Requested justifications provided were complete, reasonable, and appropriate for the project. Projected budget for year 2 and year 3 is complete to the best of the applicant's ability and is reasonable and necessary based on the applicant's Approach for year 2 and year 3 approach outlined in Project Narrative.

## Non-Scored Criteria

DOH will use the following criteria to determine the financial risk of partnering with the applicant and will allow DOH to prioritize organizations to work with. There are no points awarded for the follow criteria, however the results will be used, along with the evaluation of the project, as part of how DOH will review each overall application and determine final awards. DOH will internally evaluate financial risk and regional need; no action is needed from applicants for these sections. Applicant will provide their responses on the [Application Cover Sheet](#).

### Evaluation of Financial Risk

DOH is required to complete the DOH Federal sub-recipient risk assessment tool for each sub-recipient to assess the level of financial risk associated with providing Federal funds to the applicant's organization. The assessment tool reviews an applicant's experience with DOH, with managing Federal funds, and any history of state or federal audit reports. This tool provides DOH with a score of Low risk, Moderate risk, or High risk for each sub-recipient, and in general the score changes the amount of financial reporting required with each invoice submitted to DOH. Even if an applicant is determined to have a "High" level of financial risk, DOH is allowed to provide funds to the applicant's organization in exchange for more financial documentation during the Federal fiscal year. In some cases, the results of the assessment alone may determine that DOH is not able to award funding. No action required from applicants.

### Regional Need

DOH will use various available data to help determine where SNAP-Ed services are most needed, what partners could help serve those areas, and how much to award projects that serve those areas. This will inform DOH about the level of need within each region and sub-region and will allow DOH to prioritize incoming applications. Information DOH will review includes but is not limited to county population; population density per county; census tracts; number of SNAP participants and Basic Food use rates per county; percentage of people eligible for SNAP by county; total and child poverty rate per county; total and child food insecurity rate per county; percentage of food insecure persons eligible for SNAP per county; and, adult and youth obesity rates per county. No action required from applicants.

### Organizational Readiness

In the [Application Cover Sheet \(required\)](#), the applicant will outline their organization's readiness to complete proposed project plan. Qualities evaluated include organizational capacity (See [Appendix A: Definition of Terms](#)); an applicant's experience managing Federal or State funds; alignment of the organization's mission with the mission of SNAP-Ed or DOH; and, support from the organization's leadership for the project. DOH will review each applicant's response and use the response to prioritize applications based on the organization's readiness to manage a SNAP-Ed project and meet all requirements. DOH will work with and provide assistance to organizations that have medium to lower levels of readiness when it best serves the interest of the SNAP-Ed eligible audience.

### Health Disparities

In the [Application Cover Sheet \(required\)](#), the applicant will outline their commitment, experience, or willingness to address **racial and ethnic health disparities** and/or **rural health disparities**. Qualities evaluated include an applicant's organizational commitment to address rural/racial and ethnic health disparities (e.g., in their mission or values, or in policies); an applicant's experience with carrying out programs or projects that address rural/racial and ethnic health disparities; or, by describing how the proposed project will begin to address rural/racial and ethnic health disparities. DOH will review each applicant's response and use the response to prioritize applications based on the project's alignment with the DOH SNAP-Ed priorities (see [Appendix H](#)) for information about DOH SNAP-Ed Program Direction Priorities for FFY 2021 – 2023).

## SECTION 1.6 Application Submission Requirements

---

Please use the checklist in [Appendix B](#) to ensure your application is complete. This checklist does not need to be included in application. Late and/or incomplete applications will not be accepted or reviewed.

### Submitting Your Application

Email your completed application materials (**PDF**), and your **Budget Workbook in Excel format**, to [SNAP-Ed@doh.wa.gov](mailto:SNAP-Ed@doh.wa.gov) by **April 24, 2020 at 11:59 PM** with “**SNAP-Ed RFA FFY21-23: [Organization name]**” in the subject line. Applications that are received after April 24, 2020 at 11:59 PM will not be reviewed and will not be considered for funding.

**Complete applications contain four (4) required components:**

1. **Application Cover Sheet:** See Section 2.1
2. **Project Narrative:** See Section 2.2
3. **Project Work Plan:** See section 2.3 for Project Work Plan Template.  
*Please note that additional intervention templates (See [Appendix I](#)) can be added to suit applicant needs.*
4. **Budget** (Excel): See section 2.4

### Optional Supporting Documents (not required but will be accepted)

Examples of supporting documents include:

- Letters of support from community organizations who support the application.
- Letters of commitment from key partners that will assist in carrying out activities, including potential partners, sub-sub-recipients, or coalitions.

### Additional Instructions

1. An applicant may submit more than one project for funding, **ONLY IF** each project proposed is significantly different in scope **OR** if the projects are requesting funding from more than one sub-region.
2. Applicants can request materials in another language; however, all applicants must be submitted in English. To request application materials in another language, please send an email to [SNAP-Ed@doh.wa.gov](mailto:SNAP-Ed@doh.wa.gov) and include the language required.
3. All supplemental materials should be submitted with the final, completed application materials and will not be accepted separately, unless previously approved or requested by DOH.
4. If an applicant experiences problems connecting to the internet and cannot submit, the applicant may call 360-236-3494 and leave a voicemail with their full name, date and time, a description of their issue, and phone number or email address. DOH will respond with alternate ways to receive, complete, or submit the application materials to DOH, if possible. Considering all possible issues, the application materials must still be submitted by the final due date and time (April 24, 2020 at 11:59 PM). Applicants will receive a confirmation email in response for submitting their application. The email response may or may not include whether or not the application is complete or missing any requirement documents. It is the applicant’s responsibility to ensure all required documents are submitted by the due date and time.